

Skin Care in Guatemala

April 2024

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Skin Care in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care rises despite high inflation in 2023, pushed by social media Multifunctional trend accelerates throughout category as Belcorp maintains leadership overall Concerns about ageing drive growth

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Skin care seen as important part of overall wellbeing Pharmacies channel to consolidate in dermocosmetics distribution Development driven by modern values

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DISCLAIMER

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